

**AN ORDINANCE**

**BY: COMMUNITY DEVELOPMENT/HUMAN RESOURCES COMMITTEE**

**AN ORDINANCE TO AMEND THE 2008 CITY OF ATLANTA COMPREHENSIVE DEVELOPMENT PLAN BY ADOPTING THE “ATLANTA BELTLINE MASTER PLAN SUB-AREA 4: MEMORIAL DRIVE/GLENWOOD AVE”; AND FOR OTHER PURPOSES.**

**WHEREAS**, pursuant to 07-O-1946, the 2008 Comprehensive Development Plan, adopted by the City Council on April 21, 2008 and approved by the Mayor on April 28, 2008, became the official comprehensive development plan for the City of Atlanta for the physical, social, and economic growth of the City as well as to promote the public health, safety, and general welfare of the City’s residents; and

**WHEREAS**, the Atlanta BeltLine Master Plan consists of ten separate subareas; and

**WHEREAS**, Subarea 4 of the Atlanta BeltLine Master Plan, known as “Memorial Drive/Glenwood Ave,” is wholly or partially located in NPUs N, O, and W and council districts 1 and 5; and

**WHEREAS**, the Master Plan for Subarea 4 has been completed and represents a collaborative effort between Atlanta BeltLine, Inc., consultants from Pond/ECOS, the Office of Planning, the Southwest Atlanta BeltLine Study Group, NPU’s, and neighborhoods.

**NOW, THEREFORE THE CITY COUNCIL OF THE CITY OF ATLANTA, GEORGIA HEREBY ORDAINS:**

Section 1. That the 2008 Atlanta Comprehensive Development Plan is hereby amended to include the document, attached hereto and incorporated herein by reference as exhibit “A,” entitled “Atlanta BeltLine Master Plan Subarea 4: Memorial Drive/Glenwood Ave.”

**Part II: Legislative White Paper:** (This portion of the Legislative Request Form will be shared with City Council members and staff)

**A. To be completed by Legislative Counsel:**

**Committee of Purview:** Community Development/Human Resources

**Caption:**

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AN ORDINANCE TO AMEND THE 2008 CITY OF ATLANTA COMPREHENSIVE PLAN BY ADOPTING THE "ATLANTA BELTLINE MASTER PLAN SUB-AREA 4: MEMORIAL DRIVE/GLENWOOD AVE"; AND FOR OTHER PURPOSES.

**Council Meeting Date:** December 6, 2010

**Requesting Dept.:** DPCD

**FAC Confirmed by:** N/A

**B. To be completed by the department:**

**1. Please provide a summary of the purpose of this legislation (Justification Statement).**

*(Example: The purpose of this legislation is to anticipate funds from a local assistance grant to purchase child safety seats.)*

The purpose of this legislation is to adopt the Beltline Subarea 4 Master Plan in to the CDP.

**2. Please provide background information regarding this legislation.**

*(Example: The task force of homelessness conducted a study regarding homelessness, its impact and consequences on the City. This resolution reflects the Mayor's desire to open a twenty-four hour center that will respond to the needs of the homelessness in Atlanta.)*

The Beltline is divided into 10 subareas for implementation. Each subarea is submitted for adoption into the City's CDP after the Master Plan has been through the public participation process.

**3. If Applicable/Known:**

(a) **Contract Type (e.g. Professional Services, Construction Agreement, etc):** NA

(b) **Source Selection:**

(c) **Bids/Proposals Due:**

(d) **Invitations Issued:**

- (e) Number of Bids:
- (f) Proposals Received:
- (g) Bidders/Proponents:
- (h) Term of Contract:

**4. Fund Account Center:** *(Ex. Name and number)*

Fund: \_\_\_\_\_ Account: \_\_\_\_\_ Center: \_\_\_\_\_

**5. Source of Funds:** *(Example: Local Assistance Grant)*

**6. Fiscal Impact:** None – funds come from TAD Allocation

*(Example: This legislation will result in a reduction in the amount of \_\_\_\_\_ to Fund Account Center Number \_\_\_\_\_. )*

**7. Method of Cost Recovery:**

*(Examples:*

- a. Revenues generated from the permits required under this legislation will be used to fund the personnel needed to carry out the permitting process; or*
- b. Money obtained from a local assistance grant will be used to cover the costs of this Summer Food Program. )*

**This Legislative Request Form Was Prepared By:** G. Brown ext. 6724

**DRAFT**  
**September 27, 2010**

## **Atlanta BeltLine Master Plan**

### **SUBAREA 4**

#### **MEMORIAL DRIVE/ GLENWOOD AVE**

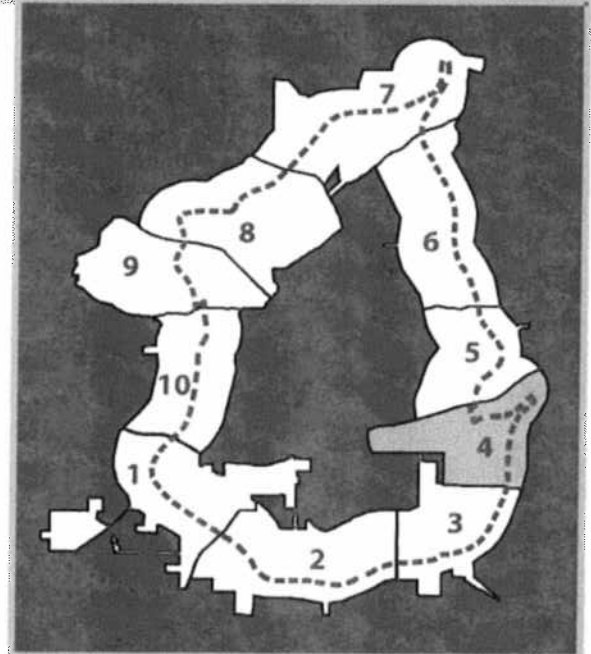
##### **Executive Summary**

Prepared for  
Atlanta BeltLine, Inc.  
By Ecos Environmental Design  
AECOM  
Smith Dalia Architects  
Dovetail Consulting

Adopted by the Atlanta City Council on December XX, 2010



**Atlanta  
BeltLine**



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# I. Executive Summary

The recommendations of the Atlanta BeltLine Master Plan for Subarea 4 are summarized in the following pages. The recommendations include brief sections on land use, design, mobility, and parks. Complete recommendations follow this section in the Plan Recommendations Report.

## a. Study Overview

The Atlanta BeltLine will combine greenspace, trails, transit, and new development along 22 miles of historic rail segments that encircle the core of the city. It will connect 45 neighborhoods and affect more than 100,000 people who live within one-half mile of the corridor.

In 2005, the Atlanta City Council adopted the BeltLine Redevelopment Plan. This important planning document created a broad vision for the Atlanta BeltLine project and enabled the creation of the BeltLine Tax Allocation District (TAD), a key source of implementation funds. The Subarea 4 Master Plan builds on the foundation of previous planning efforts by refining recommendations and project lists via an expanded community input process. This process integrates land use, urban design, circulation, mobility, greenspace, and public art into a comprehensive master plan for one of ten subareas along the 22-mile Atlanta BeltLine. This Master Plan includes the following purposes:

- To update and refine Atlanta BeltLine-related planning efforts, taking into account recent development activity and relevant planning studies.
- To review the land use plan and circulation plan included in the 2005 BeltLine Redevelopment Plan in combination with other land use plans previously completed for the subareas and finalize the land use to be incorporated into the Comprehensive Development Plan.
- To review and refine the new street recommendations for incorporation in the Street Framework Plan and implementation through the BeltLine Overlay Zoning District.

- To better define streetscape, pedestrian and roadway projects and associated cost estimates for high priority corridors necessary to support future development as identified in the Redevelopment Plan and Street Framework Plan.
- To refine projects and programming related to parks and open spaces along the BeltLine.

Upon completion of all Subarea Master Plans, Atlanta BeltLine Inc. will develop a comprehensive Implementation Plan and budget for projects identified and prioritized in individual subareas. This phased process will ensure a uniform approach to implementing projects and an equitable distribution of development across all geographies of the Atlanta BeltLine over time – regardless of the sequencing of Subarea Master Plans.

Master Plans by their nature are subject to periodic review and changes to reflect changing local conditions, refined neighborhood visions and city policies, demographic shifts, and other factors. This plan has been developed for the year 2030 based on a variety of data including projections of population and employment growth, economic conditions, and travel patterns and behaviors, as well as existing physical constraints and opportunities. Accordingly, from time to time, with appropriate community and technical input, this plan may be revisited and adjusted.

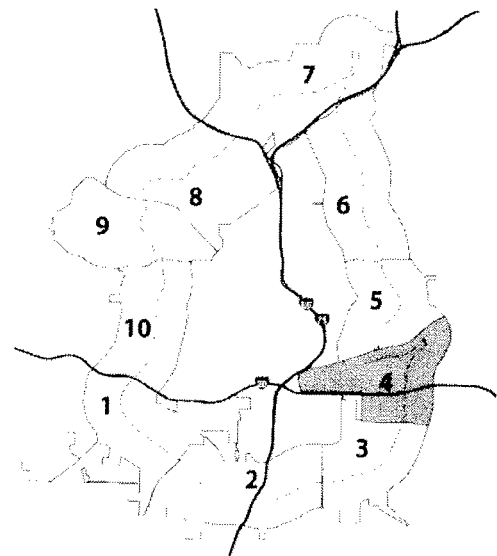


Figure 1 - BeltLine Subareas

## b. Subarea Context

Subarea 4 is located in the southeastern portion of Atlanta BeltLine, east of I-75/I-85 and bisected by I-20. It is bounded by DeKalb Avenue to the north, Moreland Avenue to the east, and Berne Street to the south (see Figures 1 and 2). The study area is centered on the Atlanta BeltLine corridor and generally includes the land within one-half mile of either side. The study area encompasses over 1,200 acres and includes 415 acres of the BeltLine Tax Allocation District.

Subarea 4 incorporates several Neighborhood Planning Units (NPUs), City Council Districts, and neighborhoods, including portions of:

- Southeast Study Group.
- NPUs N, O, and W.
- City Council Districts 1 and 5.
- Neighborhoods of Cabbagetown, Capital Gateway, Edgewood, Grant Park, Ormewood Park, and Reynoldstown.

The study area includes four significant redevelopment focus areas containing numerous abandoned or underutilized properties, along with properties that may transition away from industrial over the next 20 years. Each of the focus areas presents opportunities for transit-oriented redevelopment at the appropriate scale and with appropriate transitions to the existing single-family neighborhoods. A synopsis of the recommendations for each focus area begins on page 5.

Subarea 4 includes two major physical barriers: Interstate 20 and the CSX Hulsey Yard intermodal transfer facility. Both present challenges for connectivity and require special attention around their edges from land use, air quality and noise pollution perspectives.

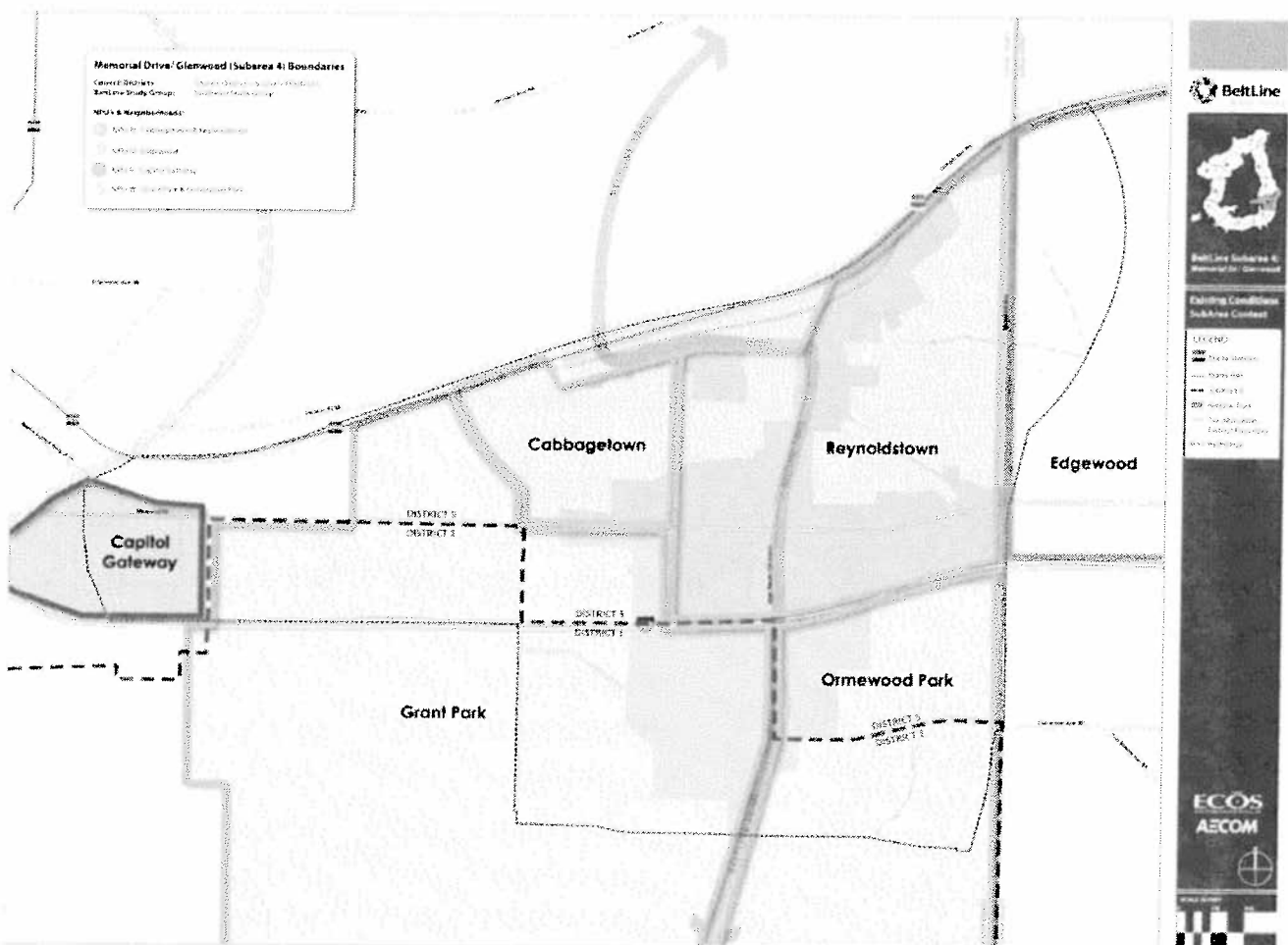


Figure 2 - Subarea 4 Context Map

The study area contains both the King Memorial and Inman Park/Reynoldstown MARTA heavy rail stations. The Tier I Atlanta BeltLine transit and trail Environmental Impact Statement (EIS) has identified three connectivity alternatives for connecting to the MARTA rail network. The alternatives contemplate tying into to either station. While the decision on which connection and alignment option gets built is still pending, this master plan was designed to accommodate any of the three alternatives.

Subarea 4 includes several busy roadways, congested intersections and dangerous pedestrian environments. The study focused on the Bill Kennedy Way, Memorial Drive, Moreland Avenue, Wylie Street corridors and included detailed traffic analysis and forecasting for each of these roadways, works detailed in the Transportation Analysis appendix. This analysis helped inform detailed pedestrian, bicycle, and vehicular mobility improvements for the study area.



Figure 3 - Southeast BeltLine Study Group Meeting

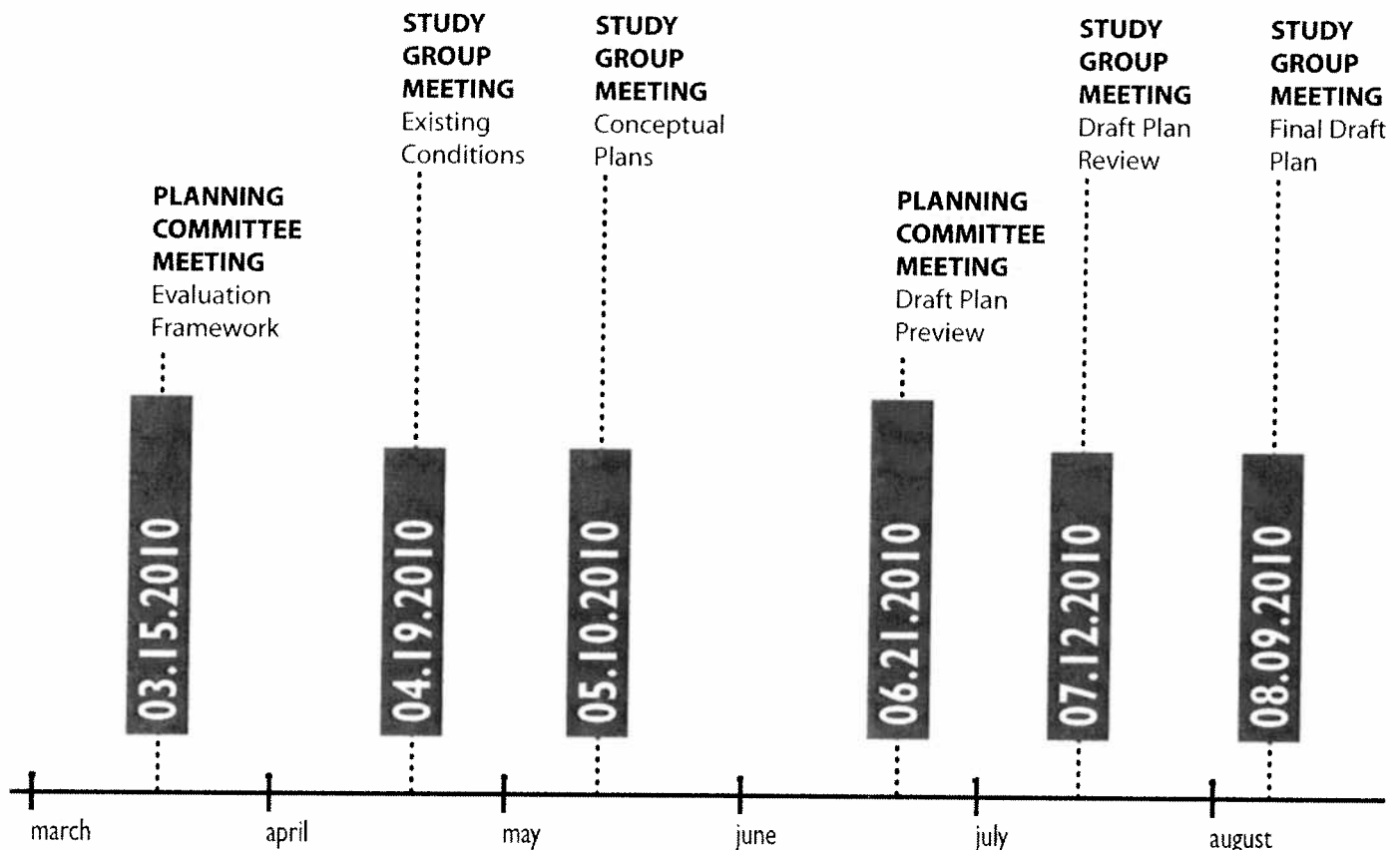


Figure 4 - Project Timeline



## c. Methodology and Community Input

The Subarea 4 Master Plan was developed with input from the Southeast Study Group, Office Hours, Quarterly Briefing updates, the BeltLine.org website, and a Planning Committee established exclusively to review and guide this study. Utilizing a series of planning committee meetings and four study group meetings (public meetings) at key points in the process, community members and stakeholders had the opportunity to shape both the goals of and the recommendations for the Subarea 4 Master Plan. Community feedback, in addition to detailed existing conditions, identified opportunities, challenges, and recommendations from previous studies, which led to the development of two alternative concept plans. Through the refinement of these two concepts into a single draft, the Subarea 4 Master Plan integrates the community goals and principles of placemaking into its recommendations for land use, urban design, circulation, mobility, greenspace and public art.

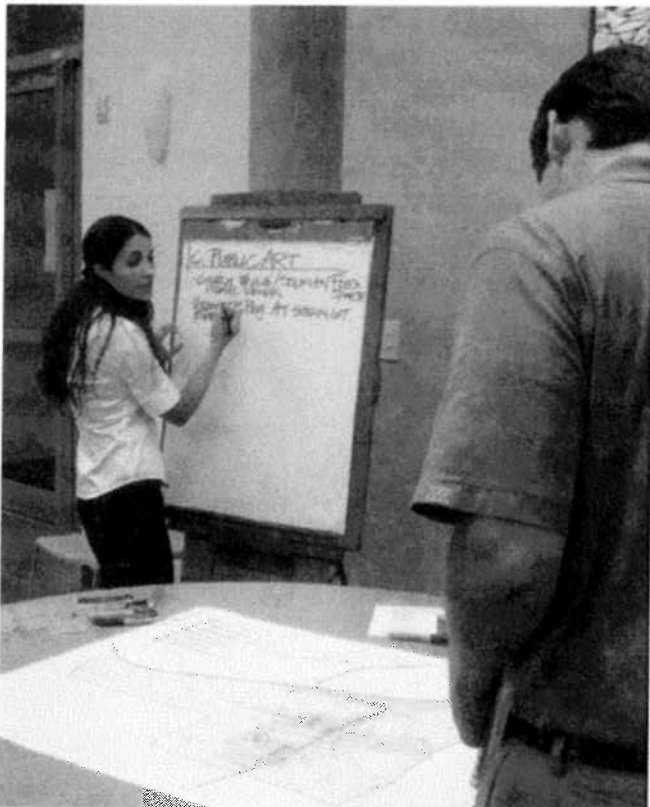


Figure 5 - Establishing Goals at Study Group Meeting

## d. Overview of Subarea Goals

The Subarea 4 Master Plan centers on the principles of placemaking which include well balanced elements, appropriate scale and quality design. The community goals for Subarea 4, refined by the Planning Committee and validated by the Study Group, are organized by the three plan elements: (1) land use and urban design, (2) circulation and mobility, and (3) greenspace and public art.

Throughout the planning process, the continual integration of both the principles of placemaking with the community's goals ensured a master plan solution that outlined future growth for the study area in a manner that is appropriate, aesthetic, economical and sustainable.

The Subarea 4 goals are as follows:

### Land Use and Urban Design Goals

- Encourage a variety of uses at appropriate locations within the subarea to support future transit, promote reuse of historic properties, facilitate economic growth and improve community health.
- Promote development that supports and serves the needs of the neighborhoods - such as day-to-day services, housing and employment, community facilities (post office, library, community centers), and institutions (schools, medical facilities) - at a scale and intensity commensurate with community values and future needs.
- Retain the rich diversity and distinct character of the community through quality architecture, design cohesiveness of streetscapes and a variety of civic spaces.
- Strengthen the subarea's identity as a series of neighborhoods and marketplaces offering housing choices, employment diversity and recreational opportunities for all ages.

### Circulation and Mobility Goals

- Provide compatibility, connectivity and continuity in community-wide transportation solutions for all modes of travel through innovative strategies that also protect the character and integrity of the neighborhoods.

- Provide a safe, efficient and continuous network of pedestrian and bicycle facilities as part of all planned streetscape and roadway improvements for improved access to transit and better health of the community.
- Maintain and improve traffic flow along the major thoroughfares of Memorial Drive, Moreland Avenue, Boulevard and DeKalb Avenue, while employing appropriate safety measures, improving accessibility to local businesses, and meeting the parking needs of the community.

#### Greenspace and Public and Cultural Arts Goals

- Ensure the livability of the subarea by improving the accessibility and quality of parks, open spaces and recreational opportunities, enhancing streetscapes, preserving cultural and historic assets and integrating a public arts program.
- Provide diverse, open, cultural, and civic spaces to promote social interaction, celebrate local art, improve community health, and retain distinctive neighborhood character.

## **e. Plan Summary: Land Use and Design**

The Subarea 4 Master Plan encourages a variety of uses that reflect community character through quality architecture, preservation of historic resources, open spaces and cohesive streetscape design, while providing the appropriate transitions to established neighborhoods. The master plan promotes connectivity and encourages safe, walkable pedestrian and vehicular networks.

Key land use and design policies and strategies include:

- Encourage repurposing of historic structures without compromising the physical character of the resource to embrace and celebrate the subarea's unique character and historic contributions to the City of Atlanta.
- Recommend priority storefront spaces where appropriate to create a vibrant, walkable commercial corridors that facilitate economic growth and improve the vitality of the streetscapes.

- Provide appropriate transitions to existing residential neighborhoods. Higher intensities are located around transit stations (to provide ridership and 'eyes on the BeltLine' for improved safety) and along major corridors, with the recommendation that these heights and intensities gradually reduce, or 'step down' when adjacent to or across from the existing single-family residential areas.
- Create smaller blocks within existing superblocks and reestablish former street connections, where appropriate.

The following section, which is organized into four focus areas, illustrates specific development opportunities within the study area.

### **Reynoldstown Focus Area**

The land use recommendations for the Reynoldstown Focus Area encourage a lower intensity, neighborhood character within the existing Reynoldstown neighborhood, while providing for higher intensity uses near existing and future transit. This includes the following public and private sector actions:

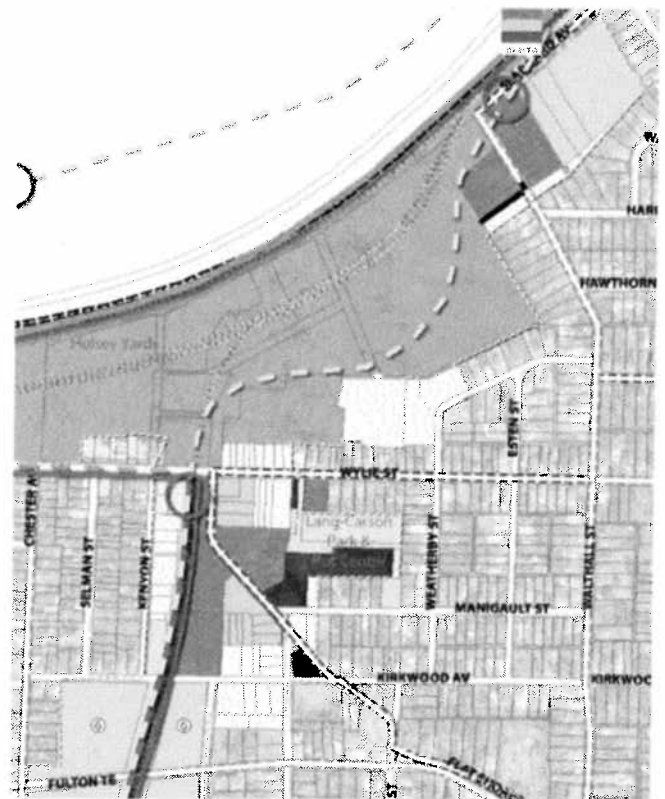


Figure 6 - Reynoldstown Focus Area Land Use Plan

- Identify priority storefront space along Flat Shoals Avenue to encourage the development of a neighborhood commercial street. Buildings on Flat Shoals should step up in intensity as they approach the Atlanta BeltLine corridor.
- Redevelop the MARTA-owned and private properties south of the Inman Park/Reynoldstown MARTA Station into a combination of mixed-use and residential developments.
- Expand Lang-Carson Park to the west and north, increasing the street frontage along Flat Shoals and Wylie, creating a green connection to the Atlanta BeltLine corridor, and improving safety and accessibility.

### **Memorial Drive Focus Area**

The land use recommendations for the Memorial Drive Focus Area identify higher intensity uses for properties fronting Memorial Drive and I-20 and lower intensity uses for those properties adjacent to the established single-family neighborhoods.

The plan also recommends creating several blocks of high-quality storefront space along Memorial on the western side of Bill Kennedy Way.

- Redevelop abandoned and underutilized properties with office, mixed use, and residential developments.
- Break up large superblocks with new streets lined with parallel parking, street trees and sidewalks.
- Preserve and rehabilitate the historic industrial buildings along Memorial Drive.
- Restore the historic A&WP train depot, the last remaining railroad structure along the Atlanta BeltLine, as a transit station. This structure is large enough to accommodate an ancillary use such as a restaurant, newsstand, or civic use such as a visitor information center or museum.
- Identify priority storefront space along Memorial Drive between Pearl Street and Chester Avenue to encourage the development of a pedestrian-oriented retail corridor.



Figure 7 - Inman Park/ Reynoldstown MARTA Station Illustration



Figure 8 - Memorial Drive Focus Area Land Use Plan

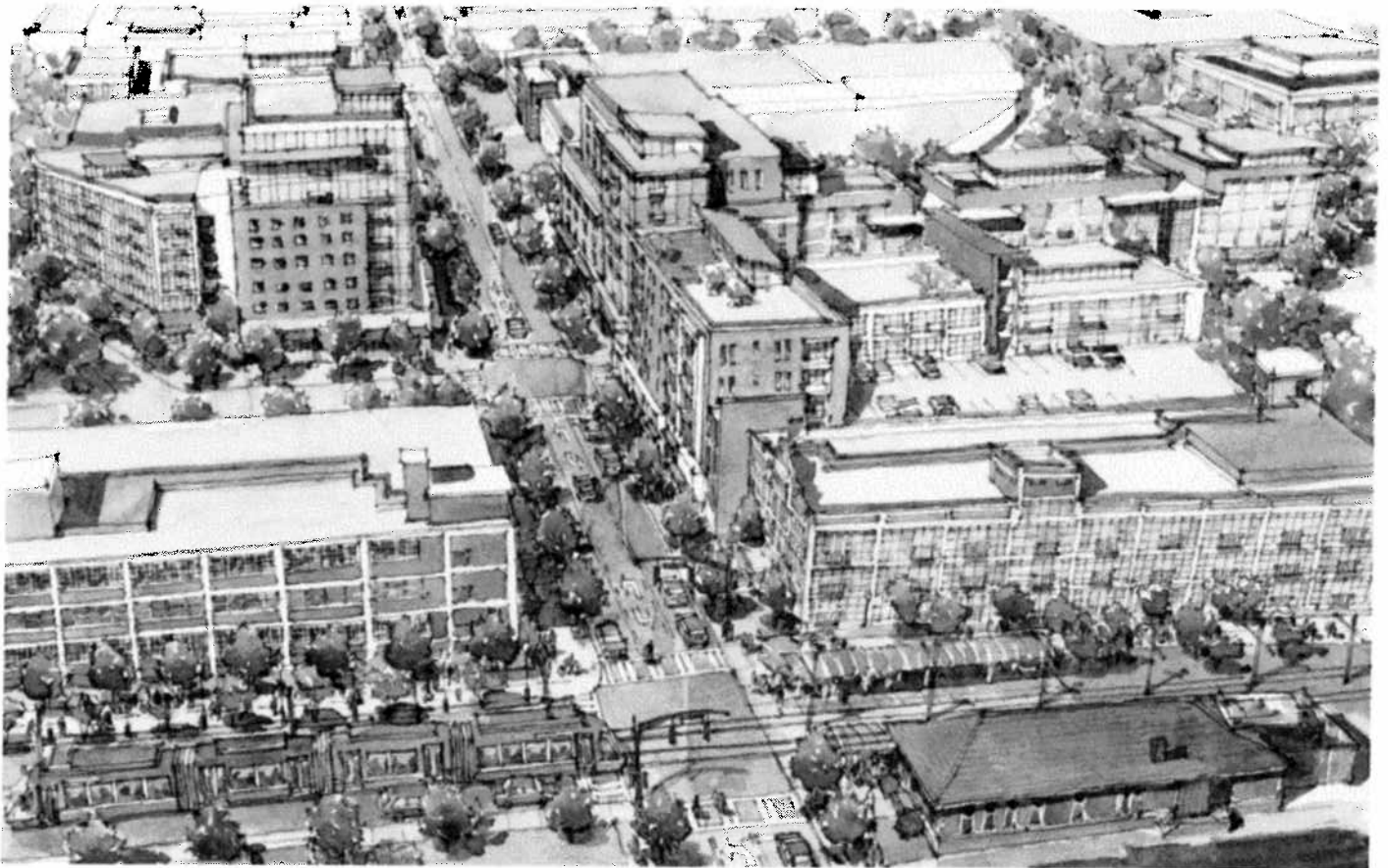


Figure 9 - Memorial Drive Focus Area Illustration



### Moreland/Memorial Focus Area

Located at the intersection of Moreland Avenue and Memorial Drive, the land use recommendations focus on reconnecting the street grid and modifying the existing land uses so that the area may better function as a mixed-use node adjacent to the interstate.

- Provide for mixed-use, low density commercial, and some residential redevelopment around the intersection.
- Overhaul the intersection of Arkwright/Memorial/I-20 and Moreland Avenue.

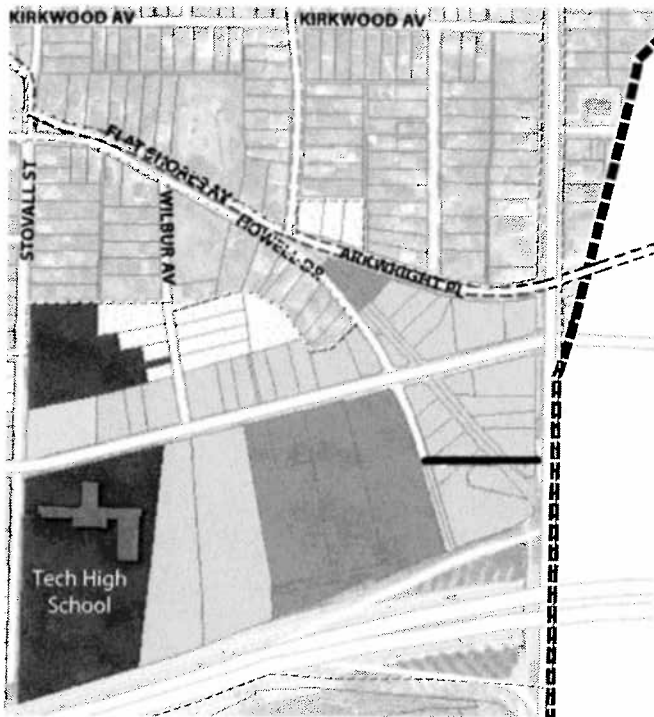


Figure 10 - Moreland/ Memorial Focus Area Land Use Plan

### Glenwood Focus Area

The land use recommendations for the Glenwood Focus Area support and enhance the existing retail uses at Glenwood Park by expanding residential, office, open space and community facility opportunities in the area.

- Identify priority storefront space at the intersection of Glenwood Avenue and Bill Kennedy Way to round out the existing retail node at Glenwood Park.

- If the existing LaFarge operation relocates, allow residential and office redevelopment and require the introduction of new streets while protecting the multi-use trail along Chester Avenue.
- Utilize the forest and school yard around the historic Atlanta Stockade as publicly accessible parkspace, leveraging its uniqueness as a cultural resource.



Figure 11 - Glenwood Station Area Plan

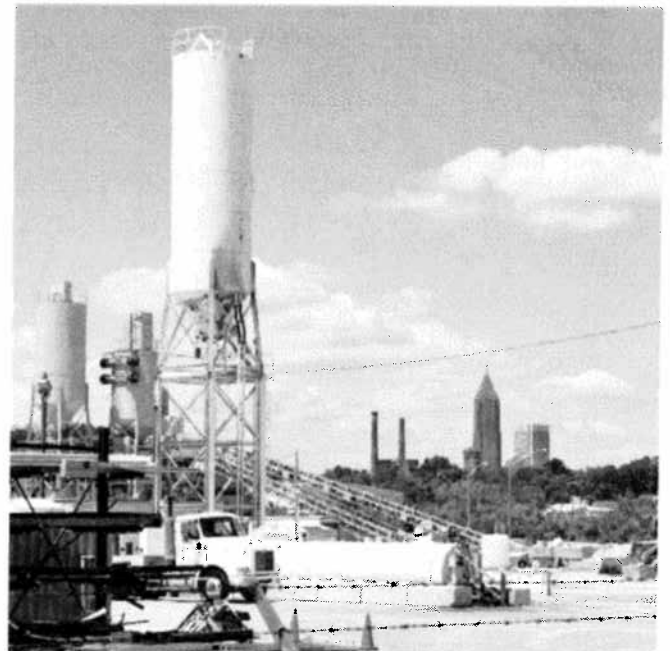


Figure 12 - Existing LaFarge Property

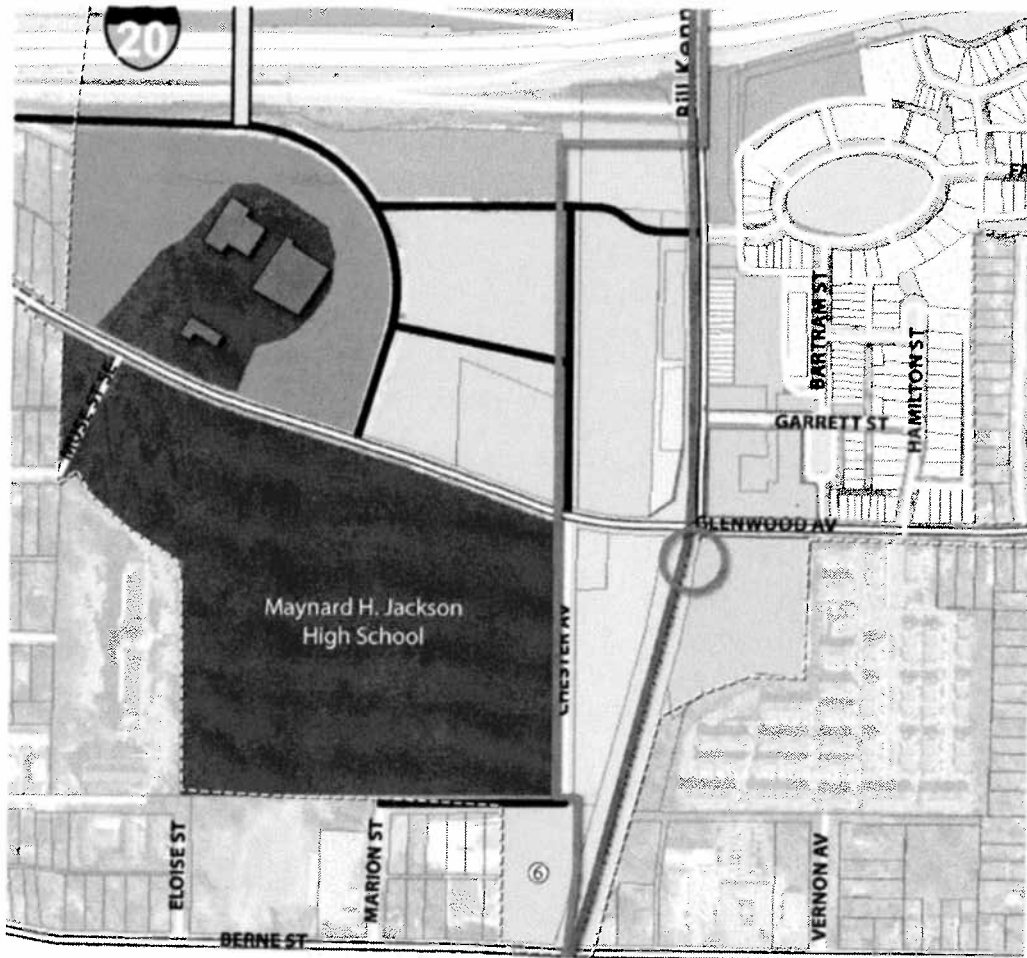


Figure 13 - Glenwood Focus Area Land Use Plan



Figure 14 - Glenwood Focus Area Illustration

## f. Plan Summary: Mobility

Subarea 4 presents several opportunities to enhance mobility for future Atlanta BeltLine transit riders, bicyclists, pedestrians, and motorists. Central to the study area's future mobility is the BeltLine transit and trail. Additional tools include new pedestrian projects, new bicycle projects, developer-built streets, publicly-built streets, road diets and intersection improvements. All of the roadway recommendations are centered on the principles of "Complete Streets," providing multi-modal opportunities for all users (of all ages and abilities) whether pedestrians, bicyclists, transit users, or motorists within the right-of-way. Key recommendations are mapped in Figure 18 and summarized below:

- Improve traffic flow along major thoroughfares while employing appropriate safety measures and achieving mobility for all users. The recommendation to repurpose Memorial Drive via a road diet allows for a broader balance of travel modes and street functions, especially expansion of sidewalk and streetscape envelope, within Memorial Drive's constrained right-of-way. The road diet is also intended to reduce traffic speeds, create a safer pedestrian environment, and allow for improvements such as wider sidewalks or the addition of a landscaped buffer from traffic.
- Enhance connectivity within the existing street framework and provide new street networks. Through the recommended realignment/modification of the Flat Shoals Avenue, Howell Drive and Arkwright Place intersection and new streets within the redevelopment of the larger parcels along Memorial, the Subarea 4 Master Plan will provide compatibility, connectivity and continuity for all modes of travel.
- Improve access to existing MARTA transit. The BeltLine transit and trail will greatly expand access to the MARTA rail system. Additionally, the plan recommends reconnecting Walthall Street to Seaboard Avenue (as it existed historically) south of the Inman Park/ Reynoldstown MARTA Station and creating a new pedestrian exit from the MARTA skywalk to Seaboard Avenue to shorten the walking distance to the Edgewood Retail District shopping center.
- Provide a safe, efficient and continuous network of pedestrian and bicycle facilities. Improving mobility for the non-motorist to and from the BeltLine corridor and community amenities will be met through the plan's recommendation of a hierarchy of "core" and "secondary" bicycle routes, sidewalk, streetscape, and multi-use trail projects. Specifically, Woodward Avenue is identified as a "Bicycle Boulevard," allowing bicyclists a wider, safer east-west route through the study area.
- Use of innovative strategies in the subarea's infrastructure that offer multiple benefits, reduce cost and protect the character and integrity of the neighborhoods. Incorporation of 'green street' strategies, where identified in the Subarea 4 Master Plan, provides the opportunity for the conventional 'grey' infrastructure to manage stormwater through more sustainable, impact-conscious design methods that will reduce costs and enhance the aesthetics of the subarea.



Figure 15 - Proposed Memorial Drive Road Diet Diagram

## g. Plan Summary: Parks and Open Space

The Subarea 4 Master Plan includes a variety of open space opportunities, which build on the existing and planned greenspaces in the study area (See Figure 19- Greenspace & Public Art Plan). These recommendations help provide diverse open, cultural, and civic spaces to promote social interaction, celebrate local art, improve community health, and strengthen the area's distinctive character. Key parks and open space recommendations include:

- The Atlanta BeltLine corridor will add 7.4 acres of greenway to the study area. This includes the section from Berne Street to Glenwood Avenue and from Memorial Drive to Wylie Street. The corridor will ultimately have a portion allocated for transit, with the majority dedicated to the multi-use trail, landscaping, and pocket parks.
- Lang Carson Park, a former school building and school yard turned community center and neighborhood park, is the only city park in Reynoldstown. Presently the park has minimal street frontage, with concomitantly poor visibility and sight lines. The master plan recommends the expansion of Lang-Carson Park through the acquisition of key parcels along its northern and western borders. The proposed acquisitions will greatly increase visibility and create a more continuous connection between the BeltLine corridor and the park. The acquisitions will also add about 1.4 acres of usable area, bringing the park to nearly five acres.

- The Department of Watershed Management owns a two-acre parcel on Holtzclaw Street. The property once housed a water tower and a replacement water tower is planned. The property has spectacular views of downtown and midtown. Full public access to the site is unrealistic because of the planned water tower. The master plan, however, recommends a pedestrian connection between Holtzclaw Street and the BeltLine corridor, along with an overlook and seating area.
- The ten-acre Atlanta Stockade site was identified during the process as a "jewel" within the subarea. The master plan recommends incorporating a public park into the community facility leveraging its panoramic views, existing tree cover, historic school yard area, and unique architecture.
- Several redevelopment sites are large enough to include private parkspace, similar to those incorporated into the Glenwood Park development.

Figure 19 also includes a public art plan, which identifies locations and types of public art well suited to the study area. These recommendations advance the BeltLine Cultural Planning Vision prepared in 2006.

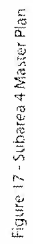


Figure 16 - Proposed Lang-Carson Park Expansion in Reynoldstown Neighborhood

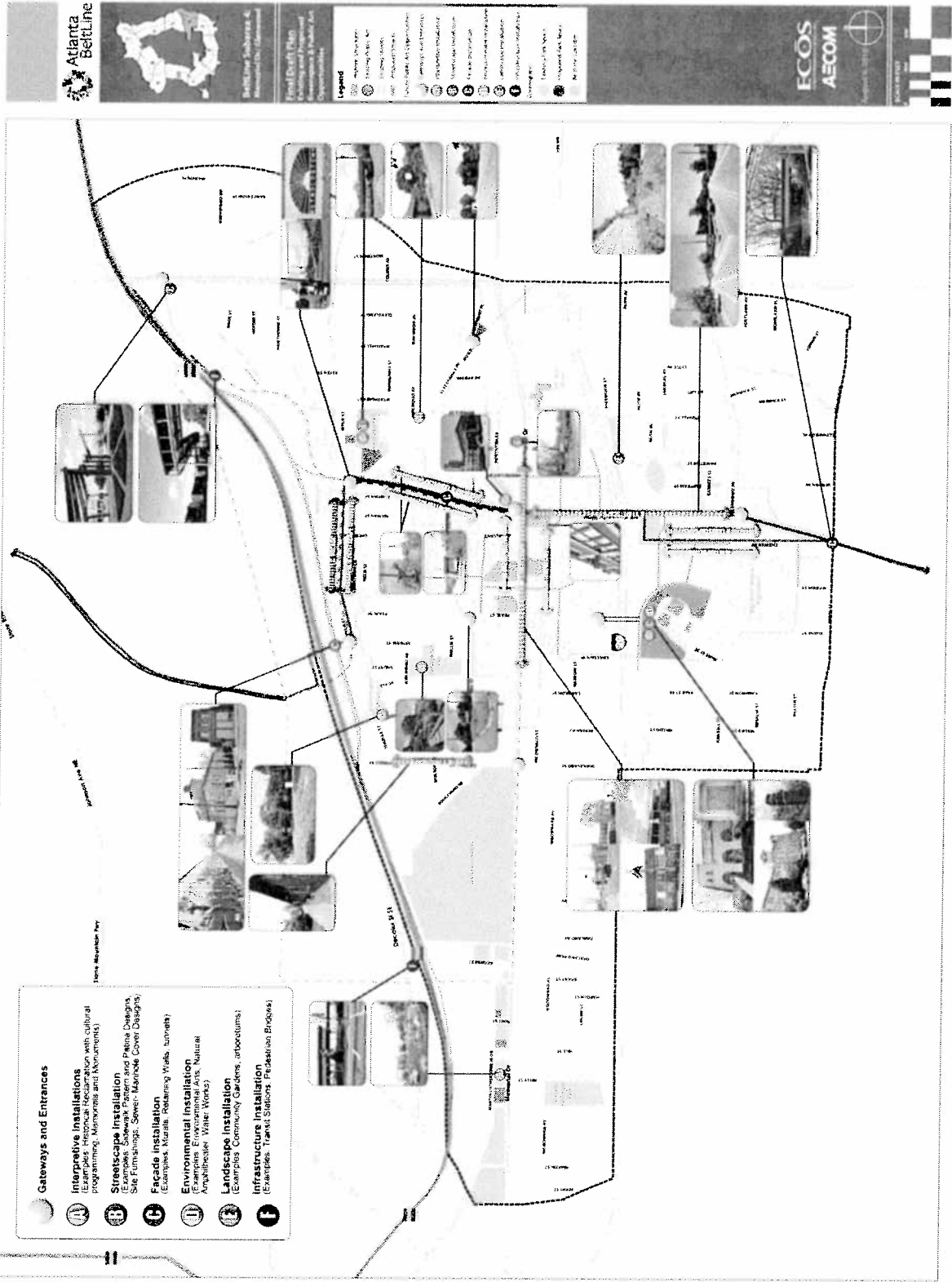


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ATLANTA BELTLINE MASTER PLAN SEPTEMBER 27, 2016 DRAFT

TRANSMITTAL FORM FOR LEGISLATION

TO: MAYOR'S OFFICE

ATTN: CHIEF OF STAFF

Dept.'s Legislative Liaison: Garnett Brown

Contact Number: Ext. 6724

Originating Department: Planning & Community Development

Committee(s) of Purview: CD/HR

Chief of Staff Deadline: October 26, 2010

Anticipated Committee Meeting Date(s): November 30, 2010 - (public hearing 11/29/10)

Anticipated Full Council Date: December 6, 2010

Legislative Counsel's Signature: \_\_\_\_\_

Commissioner Signature: \_\_\_\_\_

Chief Procurement Officer Signature: \_\_\_\_\_

CAPTION

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Received by CPO: \_\_\_\_\_

(date)

Received by LC from CPO: \_\_\_\_\_

(date)

Received by Mayor's Office: \_\_\_\_\_

(date)

Reviewed by: \_\_\_\_\_

(date)

Submitted to Council: \_\_\_\_\_

(date)